

# Organization in the County

Bulletin II  
United War Work Campaign  
for \$170,500,000

November 11-18, 1918

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# ORGANIZATION IN THE COUNTY

## THE CAMPAIGN ORGANIZATION FOR A COUNTY

The complete success of the Campaign is dependent upon the thoroughness of organization from the largest city down to a school district in the remotest part of a county. Hence the need for organizing each state by counties, every county by townships (or such other subdivision of the county as may obtain), every township by school districts, with responsibility for the conduct of the Campaign in these areas definitely fixed.

## THE BASIS FOR ORGANIZATION

The county is the unit of organization. The County Chairman, who is appointed by the State Chairman, has general direction of the Campaign in the county, exclusive of large cities for which special provision has been made by the State Campaign Director. He must see to it that both city and rural territory are thoroughly organized.

In contemplating the organization of counties we are confronted with various types of possible organization. There are counties which have one or more large cities, with adjacent small towns and rural districts, counties with several large towns and the rural districts, counties which are distinctly rural, having perhaps only a medium-sized county-seat town with smaller villages and open country. Naturally these types require different organization. In any case, a division of responsibility must be given, by the appointment, through the County Chairman, of city and township chairmen. Townships in turn should be organized on the basis of the school district. The accompanying diagram will illustrate the types of organization for the various types of counties.

## COUNTY ORGANIZATION

Not later than October 24th the County Chairman should call together a small group of carefully selected men representing each township or precinct.

- a. At this meeting the plan of campaign should be carefully outlined.
- b. An Executive Committee of from three to five, including a Treasurer, should be appointed.
- c. Responsibility for city, town, or township quotas should be determined.
- d. The Township Chairman should explain how daily reports are to be made, and the date, not later than November 1st, should be set for the county convention.

- e. Delegates to the county convention should come from all parts of the county. At this convention the entire program of the Campaign will be outlined.

## TOWNSHIP ORGANIZATION

The Township Chairman should appoint a local Executive Committee of from three to five, including a Local Treasurer, who will serve until the Campaign is over or until the funds are collected. Local executive committees should refer to *Bulletin III* with reference to making a very careful card index of every prospective giver, individual, business firm, corporation, etc. When these lists are complete get the workers together and place in their hands the names of those whom they are to solicit. Use the women especially in soliciting the homes. The boys and girls should solicit prospects in their respective divisions.

Where the colored population requires special attention, card list them separately and select a group of colored men, directed by a colored or a white man, to canvass every colored man and the homes of all colored families.

## PUBLICITY

Distribute and display all posters and printed matter to the best advantage in schools, post offices, and business houses. This material will be furnished through the County Chairman or other county organization. See *Bulletin VIII*.

## SPEAKERS

Arrange with the County Chairman for speakers who will present the story to the public. Not only in every city should this presentation be made, but in every town, every village, and every rural school in the county. See *Bulletin IX*.

## CAMPAIGN REPORTS

It is imperative that rules governing campaign reports should be strictly followed. The Township or Town Chairman should report to the County Chairman each day promptly at one o'clock by telephone or telegraph unless a different time schedule may have been adopted by the state concerned.

The County Chairman should make his report to the District Director at three o'clock each day by telephone or telegraph. Later in the day should follow, by mail, a detailed report, uniform blank for which will be furnished by the state office. This report should include, first, daily amount subscribed for the general campaign, and separately for each of the divisions—boys, girls, student, and colored. Then should follow the total amount subscribed previously and the total.

## COLLECTIONS

At the close of the Campaign the Local Treasurer should forward to the County Treasurer all cash, with a list of all subscriptions including cash. (See *Bulletin XI.*)

## CAMPAIGN EXPENSE

Local committees should see that the greatest economy is exercised in campaign expenses. As a rule these expenses are donated apart from the campaign contributions. In the event that these expenses should exceed the special fund donated locally for the purpose, the difference may be deducted from the final official report of pledges, which report will be asked for immediately after the Campaign. A statement covering such deductions must accompany the revised report to the County Headquarters.

## INFLUENTIAL COOPERATION

Attention is called to the fact that the outstanding leaders of national and state rural organizations are willing to put behind the Campaign their full influence as well as that of the organizations or agencies which they command; for example, the Secretary of Agriculture has requested the 6,000 county farm agents, and the 33,000 crop reporters to lend their efforts in making the United War Work Campaign a great success in rural districts. The campaign leaders in the county should not fail to utilize these great resources.

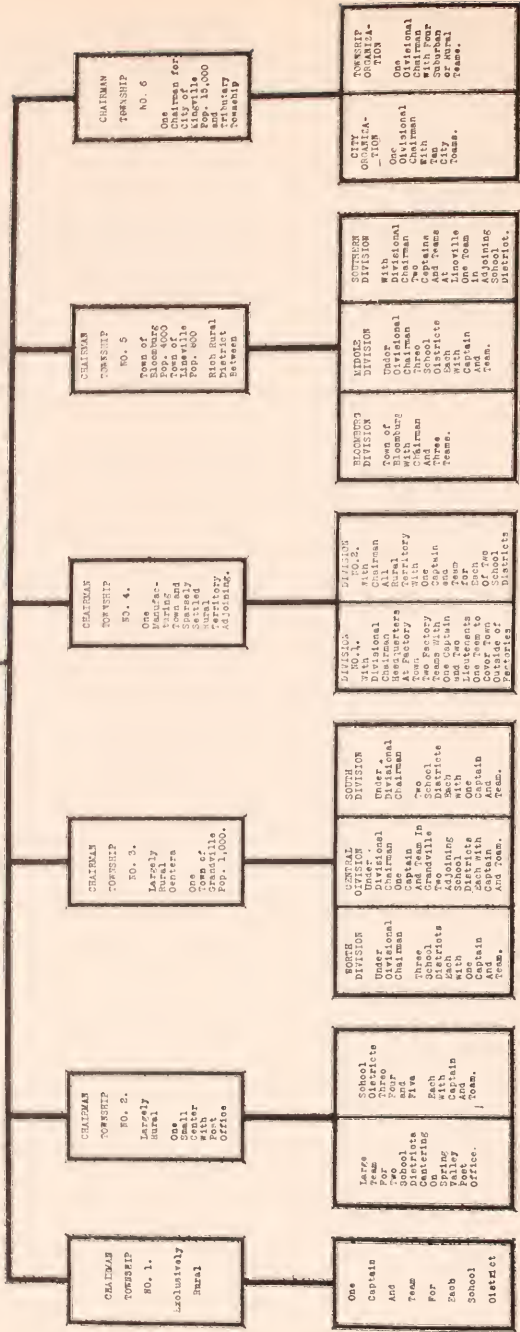
Such organizations as the Agricultural Commission of the American Bankers' Association, the National Grange, the American Live Stock Association, the Farmers' Union, and numerous other organizations have officially pledged their support. Their members will render valuable service if requested to do so.

Letters have been sent to State and County School Superintendents. The agricultural and educational press have also been very helpful, so that already through these agencies a vast amount of information is being spread throughout rural America.

# TOWNSHIP ORGANIZATION IN TYPICAL COUNTY

## COUNTY CHAIRMEN

## COUNTY COMMISSIONERS







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